

I Claim:

1. A fluid dispenser comprising:
 - a) a receptacle with an opening, said receptacle containing a fluid;
 - b) a retainer comprising a platform with a connector opening and opposing retainer side walls;
 - c) a pump assembly secured to said retainer comprising an intake tube and an outlet tube connected to a nozzle having a fluid outlet aperture, said intake tube and said outlet tube being in communication with a pump means for transporting the fluid from said receptacle to said outlet aperture; and,
 - d) a cover connected to said nozzle, said cover, nozzle and outlet tube being movable to cause actuation of said pump means.
2. The fluid dispenser according to claim 1 wherein said cover has a side opening in communication with said outlet aperture.
3. The fluid dispenser according to claim 1 wherein said cover has an open interior containing a nozzle enclosure for securing said nozzle in a predetermined orientation.
4. The fluid dispenser according to claim 1 wherein said cover and said retainer side walls include complementary guide means to control movement of said cover relative to said retainer.
5. The fluid dispenser according to claim 1 wherein said pump means includes a biasing means to maintain said cover, nozzle and outlet tube in an uppermost inactive position; and,
said cover and said retainer side walls include stop means for limiting upper movement of said cover to said uppermost inactive position.

6. The fluid dispenser according to claim 5 wherein said retainer platform has an outer periphery and at least said retainer sidewalls are offset inwardly from said periphery to define an outer platform ledge; and,

said cover including a skirt that extends downwardly a predetermined distance to a lower edge which contacts said platform ledge when said cover is in a lowermost position.

7. The fluid dispenser according to claim 1 including a housing connected to said retainer for holding said receptacle, said housing and retainer having retention means for releasably attaching said housing to said retainer.

8. The fluid dispenser according to claim 7 wherein said retainer platform has opposing side areas and said retention means includes a flex arm extending downwardly from each one of said platform sides.

9. The fluid dispenser according to claim 7, wherein said platform has an underside and said receptacle has an outlet rim which sealingly engages said underside about the margin of said connector opening when said housing and retainer are attached.

10. A fluid dispenser comprising:

a housing having an interior with an open top;

a receptacle extending into said interior through said open top, said receptacle containing a fluid;

a retainer releasably secured to said housing and said receptacle, said retainer having a platform with a connector opening;

a pump assembly engaged with said connector opening, said pump assembly including a pump means with a fluid inlet; and,

a fluid outlet in communication with said pump means for moving said fluid from said receptacle into said inlet and out of said outlet.

11. The dispenser of claim 10 wherein said fluid outlet comprises a flow tube and said pump assembly includes a crown structure secured to said connector opening, said crown structure having a bore through which said flow tube extends.
12. The dispenser of claim 11 wherein said pump means includes a pump head fixed to a shaft that connects with said flow tube.
13. The dispenser of claim 12 wherein said pump assembly includes a cover operably connected to said flow tube, said flow tube moving within said bore upon selected movement of said cover.
14. The dispenser of claim 13 wherein said pump means includes a biasing means for effecting a counter movement to said selected cover movement.
15. The dispenser of claim 13 wherein said pump assembly includes a nozzle having a fluid outlet aperture mounted upon said flow tube, said flow tube and fluid aperture being in fluid communication with each other.
16. The dispenser of claim 15 wherein said cover includes a nozzle enclosure, which is engaged with said nozzle enclosure.
17. The dispenser of claim 13 wherein said retainer includes a rear wall upstanding from said platform having guide slots, said cover having tracks that move within said guide slots upon movement of said cover.
18. The dispenser of claim 10 wherein said housing includes retention parts and said retainer has opposing side areas with a flex arm extending downwardly from each opposing side area, each flex arm and a respective retention part comprise a retention means for releasably securing said retainer to said housing.

19. The dispenser of claim 18 wherein said receptacle has a top opening which is sealingly engaged to said platform connector opening when said receptacle is releasably secured to said housing.

20. The dispenser of claim 18 wherein said cover comprises a top wall with a peripheral skirt, said skirt having opposing side portions with each side portion having an inner lip element and wherein said retainer includes a retainer side wall extending upwardly from said platform to a terminal end having a stop part that abuts with a corresponding lip element when said cover is in an uppermost inactive position.